



■ LOCAL ACTION PLAN

CITY OF FAENZA

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1. The context

- Introduction to the city and to the context of ceramics, at city, region and national level

Faenza is strategically located on the Aemilian way at the cross-road with the route from the Port of Ravenna to Tuscany. Its economic system mostly consists of **SMEs** operating in several sectors, including the ceramic one. From many decades important research centres and institutes have settled in Faenza, the University of Bologna – Faculties of Agriculture and Industrial Chemistry and the Arts Industry Institute as well. The **Municipality of Faenza** plays a **proactive role fostering innovation**: it recently set up an incubator for new enterprises and established the Arts and Sciences Park Evangelista Torricelli – Faventia to develop and enhance a network between the research centres and supporting technological transfer to SMEs.

Faenza has always recognized its specific traditions in the production of ceramic, developing a specific established identity. Ceramic in Faenza has a several century tradition and up to date is a very important sector also from an economic point of view as industry and crafts lively deal with it maintained in the time.

In fact the historic production of majolicas from Faenza is worldwide known as one of the highest expressions of artistic ceramic creativity. Artists and ceramic craftsmen from Faenza have developed and improved the production of handcrafted objects; further the shops, mostly located in the historic town centre, offer the tourist the possibility to know the history of the local traditional ceramic crafts.

Since XIX century, the establishment of national and international exhibitions, of new museums and of arts and crafts schools/institutes supported the increasing appealing of ceramic from several points of view: historical and artistical but also economical and technical from which a plurality of cultural initiatives and activities stemmed, aimed at improving and innovating production; All this deeply marked the town history.

The pottery sector has reduced it's revenue-producing weight in Faenza's economy. However, Faenza strength in this field lays in its network of agencies and services revolving around the local ceramics sector a part of which is located in the Arts and Sciences

Park Evangelista Torricelli – Faventia: the schools structure, revolving around the potter's culture at all ages and levels of studies, with various specialisations, from preservation to restoration, moulding to decorating; scientific research structures and institutes, including ENEA FIM-MATING (the Physical Technologies and New Materials Department of ENEA), the Faculty of Industrial Chemistry of University of Bologna which is located at Faenza and the Institute of Science and Technology for Ceramics (ISTEC) belonging to the National Research Council, CNR.

Recently enterprises operating in innovative, skilled segments have shown strong development. In the last few years the chemical sector has undergone fundamental changes, going from a situation characterised by the strong presence of vertically-integrated large-scale industry (particularly Enichem and Agip), to one which can be identified with a distinctive industrial district model with small and medium-sized manufacturing plants.

The major challenge for Faenza is to reinforce and strengthen the town's network of agencies and services revolving around the local ceramics sector through the creation and development of a Park of Art and Science, which can also play a key role in the city's urban development – the Torricelli Park.

GENERAL AIM:

The Municipality of Faenza aims to strengthen the relationship between local players to impulse partnership at local level.

2. The local actors

Artists in the city

"In stone, bone, ceramics are the trace that man leaves behind itself. There are peoples, cultures of which do nothing but a jar, a tile, an inscription on pottery. The city's oldest, most noble grow on the remains of their builders. Faenza lives on a carpet of broken pottery precious bone remains of clay that form the backbone of art." Pablo Echaurren

Today Faenza calls artists to "live the city", with the city grow, innovate the city, leaving a trace of their passage to the city: a work of art conceived, designed, created in the city and left the city forever.

Some of these works are placed as objects plastic self, others, in the form of relief, are walls and walls adjacent to streets or roads: open air museum.

The Local Support Group includes representatives from the following organisations:

Museo internazionale della Ceramica (International Museum for Ceramics)

- The Museum host collections of ceramic items of any age coming from all over the world; it also develops relations with other museums, schools of art, Universities, centres for researches and design – both domestic and abroad - in order to promote and spread out information and studies on ceramics; it organizes exhibitions and cultural events, edits the scientific Review "Faenza", supports international ceramics competitions for the artistic and technical production.

CNR (National Institute for Research)

- This major national research institute develops in its Faenza seat new ceramic materials in the fields of technologies and products: biomedical, structural, electricity, building, cultural heritage.

ENEA (National Agency for sustainable research)

- The Engineering of Components and Processes Section belongs to the Physical Technologies and New Materials Department of ENEA, an Italian research agency (www.enea.it). The section acronym is ENEA FIM-MATING: it is located at the Faenza Research Centre and is involved in R&D activities on new

materials and technologies. It focuses mainly on advanced and traditional ceramics, ceramic composites and building materials.

Istituto G. Ballardini (Secondary School)

- The School provides 5 year term of artistic formation for a degree allowing the entrance to all the Academic and University Courses in the following fields: Artistic Ceramic, Technology of Ceramic, Restoration of Ceramics

Agenzia Polo Ceramico (Local Agency for ceramics development)

The agency is in charge for managing the local incubator for researches and new enterprises in the field of new materials and ceramics; it is also in charge for the coordination of the organizations settled in the Park of Art and science.

Stakeholder interest analysis			
For understanding the various interested parties			
Issue:	3./ Open Museum (Area of URBAN INTEGRATION)		
Stakeholders	Interests and how affected by the issue	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
Primary stakeholders			
1 Ceramic craftsmen from Faenza: - Ceramica Gatti 1928 - Ceramiche Artistiche Vignoli - Ceramiche Vitali - Miii Studio - Cortesi Romano - Lega Carla - Morigi Mirta - Ortelli Monica - Vassura Susanna	Exchange experience with well known artist to develop new ideas useful to innovate traditional production Support traditional craft ceramic introducing new design and techniques	Motivation: Develop standard traditional production towards new public; Update production making it more appealing to general public. and open new markets. Capacity: Wide presence of artcrafts on the area deling with traditional ceramic techniques New approach towards traditiona ceramic	involve in the realization of the new work of art for the open air museum along with the well known artist.

2 – Well known artist	New perspective for arts ceramics. challenge to use unknown material for preparing a piece of art.	Capacity:Creative perspective of ceramic. Motivation to learn new technique for working with unknown materials.	involve in the development and the realization of the new work of art for the open air museum with local craftsmen.
Secondary stakeholders			
3 – Banks	Develop new relations and cooperation between economy art and culture.	Support arts and self employment for the young; offer a patron image of the Bank	To evidence the the similar purpose/aim with the project for supporting the ceramic sector. To increase the overall support to this sector at a local level.
4 – Ceramic craftsmen Association	Develop new relations and improve cooperation between ceramic craftsmen	Act as a catalyst. To ease technology transfer to a large number of associated in order to widen potential markets. To improve the competitiveness of the sector.	To involve its representatives in the project meetings and realization

Stakeholder interest analysis			
For understanding the various interested parties			
Issue:	4./ ARGILLÀ 2010 (Area of CULTURAL AND TOURISM POTENTIAL)		
Stakeholders	Interests and how affected by the issue	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
Primary stakeholders			
1 - Italian Association of Ceramic City	National Involvement	Organization, promotion	Human resources, contribution to the collaboration

2 - Municipality of Aubagne (France)	Organizer of the event for 20 years "Mother" Argilla France	Mutual cooperation, integration	Exchange of exhibitors, events and ideas (biennial every other year)
3 - Municipality of Gmunden (Austria) and Bolesliawic (Poland)	Organizers of similar ceramic markets	Mutual cooperation, integration	Exchange of exhibitors, events and ideas
4 - Associations City of Ceramics: French, Spanish and Romanian	Involvement in the relevant countries	Promotion, dissemination, collaboration and cultural exhibition	External support and communication and joint cultural actions
Secondary stakeholders			
5 - Associations craft and ceramics (CNA, Confartigianato, Ceramic Entity, ARTEX)	National Involvement	Promotion, dissemination,	External support and communication
6 - Local subjects (Pro Loco, Terre di Faenza International Ceramics Museum, etc.).	Local involvement	Organization, promotion	Human resources, contribution to the collaboration
7 - Ceramic and theatrical animation groups (Italy, France and Poland)	Specific skills	Involvement and entertainment	Human resources, contribution to the collaboration

<h2>Stakeholder interest analysis</h2> <p>For understanding the various interested parties</p>			
Issue:	5./ Production of high value publication (Area of CITY IDENTITY)		
Stakeholders	Interests and how affected by the issue	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
Primary stakeholders			

<p>1 CNR</p>	<p>Specific activity of research in the field of new ceramic materials. Spreading out of the activities carried out.</p>	<p>Capacity : Its well recognized role in research affects how new ceramic material are employed in news areas of activity/production other than traditional ones. Motivation: develop new fields in its research activity</p>	<p>Involve researchers in the activity and make them to actively participate in the ceramic sector</p>
<p>2 ENEA</p>	<p>Specific activity of research in the field of new ceramic materials. Spreading out of the activities carried out.</p>	<p>Capacity : Its well recognized role in research affects how new ceramic material are employed in news areas of activity/production other than traditional ones. Motivation: develop new fields in its research activity</p>	<p>Involve researchers in the activity and make them to actively participate in the ceramic sector</p>
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<p>Secondary stakeholders</p>			
<p>4 BALLARDINI E ISIA</p>	<p>Well established education institutions for the ceramic sector, ceramic craftsmen in particular. They are deeply involved and contribute to the exchange of knowledge in the fields.</p>	<p>Capacity: transfer innovation and new knowledge in the education activities. Motivation: to attract more students interested in this field..</p>	<p>To involve the representatives in the project meetings and in the realisation of the project itself.</p>

<p>5 MIC</p>	<p>Support to the high quality ceramic tradition diffusion with a special attention to the Faenza tradition.</p>	<p>Capacity: Well proved knowledge in the historic Established experience in the historic knowledge/assessment of the ceramic evolution. Motivation: to give a major contribution in the spreading out of knowledge of high quality traditions ceramic</p>	<p>To involve the representatives in the project meetings and in the realisation of the project itself.</p>
<p>6 GIGACER</p>	<p>Make evident that also industrial ceramic production can develop innovation</p>	<p>Capacity: to transfer Innovation tecnologia in the industrial activity. Motivation: to innovate the standard mass production.</p>	<p>To involve the representatives in the project meetings and in the realisation of the project itself also by a report on the history of industrial innovation in ceramic.</p>
<p>7 Ceramic craftsmen</p>	<p>Make evident that also artcraft ceramic production can develop innovation</p>	<p>Capacity: to transfer Innovation tecnologia in the artscraft activity. Motivation: to innovate the traditional production</p>	<p>To involve the representatives in the project meetings and in the realisation of the project itself.</p>

3. The problems (3-4 pages maximum, incl. tables)

Problems and solutions table For analysing issues and brainstorming possible solutions.		
Area:	3./ URBAN INTEGRATION - Open Museum	
Problems	Solutions	Resources (Benchmarks)

Problems and solutions table For analysing issues and brainstorming possible solutions.		
Area:	4./ CULTURAL AND TOURISM POTENTIAL - ARGILLÀ 2010	
Problems	Solutions	Resources (Benchmarks)
The main events related to the ceramics of Faenza, are not well known abroad	<ul style="list-style-type: none"> • Organisation of an international pottery exhibition/market in 2010 exhibition characterized by high quality and selected exhibitors from all over Europe 	<ul style="list-style-type: none"> • The biennial exhibition in Stoke-on-Trent has been an example on which we built the proposed initiative.

Problems and solutions table For analysing issues and brainstorming possible solutions.		
Area:	5./ CITY IDENTITY - Production of high value publication	
Problems	Solutions	Resources (Benchmarks)

<ul style="list-style-type: none">• Low level of eservices;• lack of knowledge related to the actual situation and potential of the ceramic sector;• lack coordination of services.	<ul style="list-style-type: none">• Develop a communication activity aimed at presenting the perspective potentialities for ceramic situation;• Specific reference to the Torricelli Arts and Sciences Park with its innovating strategies related to new materials.	
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4. The proposed actions

The open museum can be considered as the main instrument of valorisation of talents to support the combination of tradition and innovation

Activities table					
For specifying activities and outputs to achieve a given objective					
Thematic Area:		3./ URBAN INTEGRATION - Open Museum			
Activity title	Lead partner	Description of activity (brief)	Intended outputs and indicators	Timescale	Resources per annum and funding sources
3.1 Open Museum	Faenza	Production of new work of art to implement the open museum	Quantity of new work of art produced	36 months	ND

ARGILLÀ is an initiative of an international character and how that fits perfectly objective of promoting the city worldwide

Activities table					
For specifying activities and outputs to achieve a given objective					
Thematic Area:		4./ CULTURAL AND TOURISM POTENTIAL - ARGILLÀ 2010			
Activity title	Lead partner	Description of activity (brief)	Intended outputs and indicators	Timescale	Resources per annum and funding sources
4.1 Argilla 2010	VRF	EXHIBITION/FAIR OF HIGH QUALITY EU CRAFT POTTERY IN THE TOWN CENTRE	NUMBER OF PARTICIPANTS (EXHIBITORS) AND PUBLIC	SEPTEMBER 2010	VRF

This publication is the collection of all the ceramic components of the city and of particular value because never realized before

Activities table For specifying activities and outputs to achieve a given objective					
Thematic Area:		5./ CITY IDENTITY - Production of high value publication			
Activity title	Lead partner	Description of activity (brief)	Intended outputs and indicators	Timescale	Resources per annum and funding sources
5.1 Production of high value publication	Faenza	Preparation of a publication presenting the history the development and new potentialities for Faenza ceramic sector	Number of publications – quantity	Summer 2010	Eur 12.000,00 partly co financed by UNIC and partly co-finance by the Municipality of Faenza

5. Political statement and signatures

- Political statement from Mayor or Vice-Mayor
- Signatures

Matteo Mammini – Deputy Mayor

6. ANNEXES

- Detailed information on actions, where relevant

Activity:

Objectives:

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Partners:

Partner	Role	Description
	Lead Partner	
	Partner	
	Partner	
	Associate Partner	

Detailed description, including list of subtasks:

